

To: Pensacola News Journal, Brittany Misencik
From: Laura Voytko - (555) 555- 5555
Date: April 24, 2022

Hey Brittany,

I think this story is right up your alley. Target has a big brand name, but I think you'll really enjoy getting to meet the community-driven staff of this store. This press conference will be in two weeks, please let me know if you can make it or if I can send any more information your way.

P.S. - I've been really, really enjoying your recent series of food and beverage articles. You'll have to join me for bubble tea at Cool Breeze so we can catch up!

- Laura (voytkolaura@gmail.com, 555-555-5555)

Media Advisory

New Target Location Coming to Downtown Pensacola A Corporate Chain Store with West Florida Community Values

WHAT:

Target is opening a new store in downtown Pensacola! There will be a small press conference hosted by the employees in anticipation of the store opening. Attendees will learn about the current staff as well as the future opportunities that this store location will bring to the Pensacola community, especially WFU students.

This event will occur at 10 a.m. April 22 at the Hilton Pensacola Beach conference room.

The speakers of this event are all employees at the future store, including the store director Rhonda Williams, and Guest Services Representative Scott Reznick. You won't want to miss the incredible emcee, either. All of the speakers are indicative of the talent of this store's team; of West Florida.

While acknowledging that the store is part of a corporate franchise, this particular store takes great pride in its people. There are ample job opportunities coming with the store's opening, and especially great resources for UWF students.

Not to mention the surprise guest at the end!

The store director will be available for interview 30 minutes before the event. Photo opps: the store's passionate team members, presentation, and award.

This conference will leave a lasting impression on community members for sure.

CONTACT: Laura Voytko, (555) 555- 5555